

**FILED**

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Registration Section  
DEPARTMENT OF JUSTICEUNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D. C.

## SUPPLEMENTAL REGISTRATION STATEMENT

Pursuant to Section 2 of the Foreign Agents  
Registration Act of 1938, as Amended

REGISTRATION No.

1066For Six Months Period Ending March 16, 1963

(Insert date)

## 1. (a) Name of Registrant.

DOYLE DANE BERNBACH, INC.

## (b) All other names used by Registrant during the period.

None.

## (c) Address of principal office.

20 West 43rd Street  
New York 36, New York

## (d) Name of person or persons in charge of principal office.

William Bernbach, President  
Ned Doyle, Executive Vice President  
Maxwell Dane, Secretary-Treasurer

## 3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States .....

(b) Approximate number of members outside the United States .....

## 4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address  
of official

Date connection began

Position, office, or nature  
of duties

None

## (b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address  
of official

Date connection ended

Reason for ending  
connection

None

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

<i>Name and address of branch, unit, group, or organization</i>	<i>Nature of connection with Registrant</i>	<i>Name and address of person in charge</i>
Doyle Dane Bernbach (Canada) Ltd. 1155 Dorchester Blvd. West Montreal, Canada.	Subsidiary	Mike Pakmill 1155 Dorchester Blvd. West Montreal, Canada.

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

<i>Name of branch, unit, group, or organization</i>	<i>Reason operations ceased</i>
None	

6. All persons who at any time during the period were foreign principals of Registrant.

<i>Name and principal address</i>	<i>Is person still a foreign principal of Registrant?</i>	<i>If not, give date connection ended</i>
El Al Israel Airlines Ltd. 850 Third Avenue N.Y. 22, N.Y.	Yes	
Israel Gov't. Tourist Office 574 5th Ave., N.Y. 36, N.Y.	Yes	
National Federation of Coffee Growers of Colombia 120 Wall St., N.Y., N.Y.	Yes	
French Gov't. Tourist Office 610 5th Ave., N.Y., N.Y.	Yes	

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

Acted as fully recognized Advertising Agency in the preparation and placement of advertising in newspapers, magazines, Radio and TV Stations and all other recognized advertising media. Planned advertising campaigns, wrote and designed advertisements for newspapers, magazines, Radio and TV Stations, selected and planned advertising in various media, checked and verified space insertions, wrote, designed and executed sales promotion folders, booklets, displays, etc.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

Engaged in business as General Advertising Agency.

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Charles L. Lewin Jr. 20 West 43rd Street New York 36, N. Y.	no changes	no
Leonard Press 20 West 43rd Street New York 36, N. Y.	no changes	no
Bernard Endelman 20 West 43rd Street New York 36, New York	no changes	yes

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
	none	

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

(a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
Sept. 17, 1962	(a) El Al Israel Airlines Ltd.	Payment	(a) 152,450
thru	(b) Israel Gov't. Tourist Office	for	(b) 216
March 16, 1963	(c) French Gov't. Tourist Office	Adver-	(c) 240,304
	(d) National Federation of Coffee Growers of Colombia	tising.	(d) 938,640

(b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:<sup>4</sup>

<i>Date funds received</i>	<i>Name of person from whom received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
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none

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:<sup>4</sup>

<i>Date payment was made</i>	<i>Name of person to whom payment was made<sup>1</sup></i>	<i>Purposes for which payment was made<sup>2</sup></i>	<i>Amount of payment<sup>3</sup></i>
Sept. 17, 1962	Newspapers	Advertising	(a) 129,250
thru	Magazines		(b) 184
March 16, 1963	Radio &		(c) 204,258
	TV Stations		(d) 797,844
			1,131,536

<sup>1</sup> Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

<sup>2</sup> Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

<sup>3</sup> Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

<sup>4</sup> Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

<sup>5</sup> Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

Name of person by  
whom delivered

Number of speeches, lectures,  
and talks delivered

Number of radio broadcasts  
delivered

None

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

(1) Press releases . . . . .	(8) Circulars . . . . .	(15) Lantern slides . . . . .
(2) News bulletins . . . . .	(9) Form letters . . . . .	(16) Still pictures . . . . .
(3) Newspapers . . . . . X	(10) Reprints . . . . . X	(17) Posters . . . . .
(4) Articles . . . . .	(11) Copies of speeches, lec- tures, talks, or radio broadcasts . . . . .	(18) Photographs . . . . . X
(5) Books . . . . .	(12) Radio programs . . . . .	(19) Charts . . . . .
(6) Magazines . . . . . X	(13) Radio scripts . . . . .	(20) Maps . . . . .
(7) Pamphlets . . . . .	(14) Moving pictures . . . . .	(21) Other publications . . . . . X Radio/TV Stations

- (c) Preparation and distribution of publications referred to in answer to (b) above.

Description of publication	By whom written, edited, or prepared	By whom printed, produced, or published	By whom distributed
Newspapers	Agency	Newspapers	Newspapers
Magazines	Personnel	Magazines	Magazines
Radio/TV Stations		Radio/TV Stations	Radio/TV Stations

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

Not applicable

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

Not applicable

- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

Not applicable

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,  
or agency thereof*

*Nature of changes during period in Registrant's  
connections therewith*

None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or  
combination*

*Nature of changes during period in  
Registrant's ownership or other  
pecuniary interest*

*Nature of changes during period in any  
direction or control exercised  
by Registrant*

None

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,  
or individual*

*Nature of changes during period in ownership,  
supervision, direction, or control*

None

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- (b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or  
financial assistance received*

*Nature and amount of subsidy or  
financial assistance*

None

**14. File the following exhibits with this statement:**

*Short Form Registration Statement* - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

- (a) All partners, officers, directors, and similar officials of Registrant.
- (b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

*Exhibit B.*—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

*Exhibit C.*—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

*Exhibit D.*—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

*Exhibit E.*—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

*Ned Doyle*  
 (Signature)

NED DOYLE

*Maxwell Dane*  
 (Signature)

MAXWELL DANE

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

(Signature)

(Signature)

Subscribed and sworn to before me at

*New York City*

this *10<sup>th</sup>* day of *June*, 19*63*

*Joseph Allentuck*  
 (Signature of notary or other officer)

My commission expires

JOSEPH ALLENTUCK  
 NOTARY PUBLIC, State of New York  
 No. 03-0048500 Qual. in Bronx County  
 Commission Expires March 30, 1965

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REGISTRATION No. 1066

Amendment of Item 10(c) of  
Supplemental Registration Statement

Filed for Six-month Period Ending September 16, 1962

Registration Section  
DEPT. OF JUSTICE

Date payments were made:

March 17, 1962 through September 16, 1962.

Amount of payments:

El Al Israel Airlines, Ltd.	\$ 160,634
Israel Government Tourist Office	-
French Government Tourist Office	69,844
National Federation of Coffee Growers of Colombia	<u>756,150</u>
	\$ 986,628

Persons to whom payments were made:

Registrant has placed advertising on behalf of its foreign principals in numerous newspapers, magazines and other print media throughout the United States, up to 150 in number. Registrant has placed advertising to be broadcast over the facilities of about 150 radio and television stations throughout the United States. Registrant has contracted and paid for the independent services of approximately 150 persons, firms or corporations which supply elements of or otherwise contribute to the production of the aforesaid print advertising on radio and television commercials.

Purposes for which payments were made:

1. Cost of space in magazines, newspapers and print media.
2. Purchase of time on radio and television stations.
3. Payments in connection with the preparation of print advertising, including the following:

Fees paid to photographers and models; studio rental; costumes, props and make-up, styling and fashion services; travel and subsistence expenses on location; cost of artwork, copy, proofs, layouts, and mechanicals; expense of photostating, photoengraving, retouching, typography, electrotyping, printing, and mats; extra costs for color work; sales and other local property taxes.

4. Payments in connection with the production of radio and television commercials, including the following:

Payment for completed commercial package, in case of independent producer; film or recording studio rental; talent and musicians' fees and residual payments; union welfare payments; cost of film and tape; fees of cameramen and other technical personnel; costs of film developing and printing, sound recording and reproduction; wardrobe, props, lighting, make-up, styling and fashion, artwork, editing, sets and set design, and sound effects; costs of music rights, arranging, scoring and copying; animation and trick photography; cost of photostats, titling and opticals; color corrected product packages; costs of acetate recordings, masters and pressings; negative and equipment insurance; travel and subsistence expenses on location; transportation and packaging of prints; sales and other local property taxes.

**FILED**  
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REGISTRATION No. 1066

Registration Section  
FIDELITY OFFICE

Amendment of Item 10(c) of  
Supplemental Registration Statement  
Filed for Six-Month Period Ending March 16, 1962

Date payments were made:

September 17, 1961 through March 16, 1962.

Amount of payments:

El Al Israel Airlines, Ltd.	\$ 157,872
Israel Government Tourist Office	263
French Government Tourist Office	290,707
National Federation of Coffee	
Growers of Colombia	682,432
	<u>1,131,432</u>

Persons to whom payments were made:

Registrant has placed advertising on behalf of its foreign principals in numerous newspapers, magazines and other print media throughout the United States, up to 150 in number. Registrant has placed advertising to be broadcast over the facilities of about 150 radio and television stations throughout the United States. Registrant has contracted and paid for the independent services of approximately 150 persons, firms or corporations which supply elements of or otherwise contribute to the production of the aforesaid print advertising on radio and television commercials.

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Fees paid to photographers and models; studio rental; costumes, props and make-up, styling and fashion services; travel and subsistence expenses on location; cost of artwork, copy, proofs, layouts, and mechanicals; expense of photostating, photoengraving, retouching, typography, electrotyping, printing, and mats; extra costs for color work; sales and other local property taxes.

4. Payments in connection with the production of radio and television commercials, including the following:

Payment for completed commercial package, in case of independent producer; film or recording studio rental; talent and musicians' fees and residual payments; union welfare payments; cost of film and tape; fees of cameramen and

other technical personnel; costs of film developing and printing, sound recording and reproduction; wardrobe, props, lighting, make-up, styling and fashion, artwork, editing, sets and set design, and sound effects; costs of music rights, arranging, scoring and copying; animation and trick photography; cost of photostats, titling and opticals; color corrected product packages; costs of acetate recordings, masters and pressings; negative and equipment insurance; travel and subsistence expenses on location; transportation and packaging of prints; sales and other local property taxes.